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62,47 1925

# Kellogg's

## GREAT CROPS of



### DR. BURRILL

#### *The Million Dollar Strawberry*

(Mid-Season, Bisexual)

Few varieties rival Dr. Burrill as a mid-season favorite, as shown by the fact that we sell from a million to two million of the plants every year, and often do not have enough plants to supply the demand. It is preferred by housewives and commercial growers alike because it is an excellent table berry, an excellent shipping variety, an ideal canner—red clear thru—and an unusually heavy fruiter.

Plants are strong, vigorous and healthy. Does well by any system and does not require mating. Order Dr. Burrill and be sure of success.

# Strawberries

## And how to grow them



## KELLOGG'S PRIZE

### *The Late Strawberry Without a Fault*

(Late, June Bearing, Pistillate.)

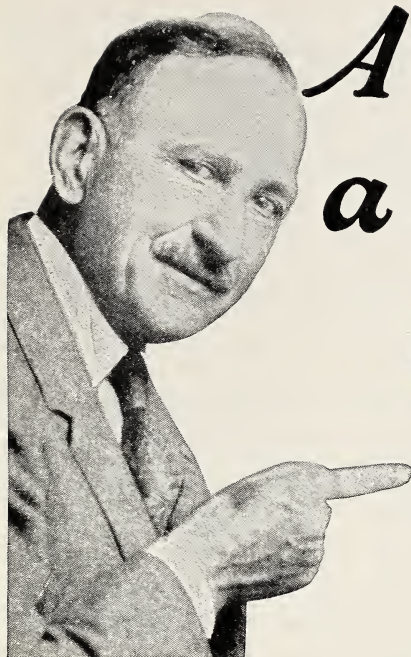
Place a mold of pulverized sugar on a salad plate, surround this with six or eight mammoth Prize beauties, and you have something to really make your mouth water; dip a berry in the sugar, eat it, and you'll realize what it is to have the promise of deliciousness really fulfilled.

Kellogg's Prize is the variety to surprise your friends, or to bring fancy prices on a high-grade market. Berries are all large, beautifully shaped, beautifully colored, unusually solid, and deliciously flavored—and it's a heavy fruiter, too.

Grow it in narrow or wide rows; use Kellogg's Marvel, Kellogg's Delicious, Magic Gem, or any other good late bisexual for mating; and watch the big red berries pile up on top of one another. If you place your order early, we can supply you.







# *A Strawberry Plant — is — a Strawberry Plant*



## BUT



YES, I'll admit that a strawberry plant is a strawberry plant just the same as paint is paint, men are men, and hens are hens; but you know as well as I do that some paint will blister and peel while other paint will stay put, and some men will give you a big, honest day's work while other men are lazy and will loaf on the job. Some hens will lay 280 eggs per year, while others just eat and set.

It costs just as much to spread paint that blisters and peels as the paint that stays put; and you generally pay the same wages for the man who loafs on the job as you do for the man that gives a good, honest day's work; and hens that just eat and set, consume as much corn as the 280 egg hen.

There is just as much difference in strawberry plants as there is in paint, men, and hens. You will find good, medium, and bad in everything produced by human efforts.

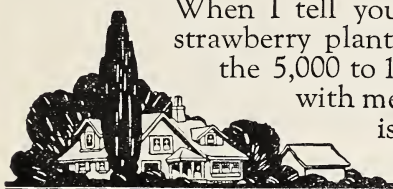
There are loafing strawberry plants and there are productive strawberry plants, the difference is in the human efforts. There are poor human efforts, good human efforts, and better human efforts.

Mother nature started the strawberry industry with the wild strawberry; but it was human effort—through breeding, selection, restriction, and intensive cultural methods—that developed the varieties we now have which are so entirely different and so far superior to the wild strawberry.

The Kellogg Way of growing plants for you is an *extra human effort* and it is this *extra human effort* that has developed the Kellogg Thorobreds, and made it possible for them to produce the yields of 5,000, 10,000, and 15,000 quarts of high grade berries to the acre reported by our customers.

The quantity and quality of berries produced by strawberry plants depend upon the power of the plants. Deficient power results in a deficient crop. Abundant power, abundant crop. Kellogg Thorobreds, because of the *extra human effort* put into them, have the power and with proper care they will transmit this power into a big crop of the highest quality berries.

When I tell you that government statistics show that the average yield of strawberry plants is less than 2000 quarts per acre, comparing this yield with the 5,000 to 15,000 quarts produced by Kellogg Thorobreds, you will agree with me that there is as much difference in strawberry plants as there is in paint, men, and hens.





# Which Is the Cheapest?



A MAN, looking for a position, went into a railroad ticket office and asked for a ticket to Auburn. The agent asked him if he wanted to go to Auburn, Ind., or Auburn, N. Y. The man replied, "Which is the cheapest"? Evidently he didn't care where he went, just so he went cheap.

When you are ready to buy your strawberry plants, are you going to ask, "Which is the cheapest"? or "Which is the best"? Strawberry plants, as far as price is concerned, are like automobile tires. The thing that makes the tire cheap is the mileage it gives; and the thing that makes strawberry plants cheap is the quantity and quality of berries they produce. Strawberry plants are the most important item in strawberry growing. When you buy your strawberry plants you are buying your ticket to success or failure. Kellogg Thorobreds always have been, and always will be the world's heaviest producers. They tell their own story in quarts and dollars.

Mr. Harry E. Bowman of Greensburg, Ind., bought \$12.00 worth of Kellogg Thorobred plants in 1923 and in 1924 he sold \$240.93 worth of berries—a little over \$20.00 from each dollar invested. Of course Mr. Bowman thinks the Kellogg Thorobreds are the cheapest.

In growing Kellogg Thorobreds, we have but one thing in mind, QUALITY—plants which are 100% pure, healthy, and productive. This is the only kind of plants we have. We grow nothing but quality plants, and sell them only on a quality basis. We have no bargain counters and do no dickering; all customers are treated alike.

When our price list is made up and printed, it is our "Amen." This is the only fair and square way to do business.

Last year, one who was not acquainted with our business methods sent us an order with a remittance for less than our prices and said, "If you don't want to accept this amount for these plants, return my money." We returned his money. Kellogg customers are the best folks in all the world. They have been buying Kellogg plants for many years; they fully understand our business principles and they like them.

## These People Say "Kellogg Thorobreds Are the Cheapest."

R. M. Kellogg Co.  
Washington, Pa., Aug. 24, 1924.

I write you in regards to the 6,000 plants I got from you in 1923. I picked and sold 7,000 quarts which brought me 20c and what we used and sold in the patch would average 1,500 quarts which would make 8,500 quarts. I have another patch of 4,000 of your plants for next spring.

Yours or I would quit raising berries.

Jacob S. Rodgers.

R. M. Kellogg Co.  
Norris City, Ill., June 23, 1924.

I am sending you a picture of my Big Four Garden which I ordered from you in the spring of 1922. I have picked and sold 1,050 quarts of berries from the garden this spring. I had berries as large as Guinea eggs.

H. A. Hill.

Asheville, N. C., R. 1, Box 212,  
July 28, 1924.

R. M. Kellogg Co.,  
Three Rivers, Mich.

Gentlemen:

Regarding your strawberry plants, which I purchased in April, 1923. I ordered 300 plants and picked my first berries May 15, 1924, and every one who saw them, said they were the finest berries they had ever seen. I picked 450 quarts from the small plot and from them I sold \$47.65 worth with the price of strawberries far below the level of any previous year. You may expect another order from me for next spring's delivery. Believe me to be always a Kellogg's booster for thorobred strawberry plants.

Andrew J. Green.



# WILL IT PAY YOU TO GROW STRAWBERRIES?

**W**ILL IT PAY YOU TO GROW STRAWBERRIES? Well, let's do a little figuring and see. In order to arrive at definite figures, we must use a definite number of plants and so I suggest that we take for this example Kellogg's Big Four Garden.

This garden consists of only 400 plants. These 400 plants should produce at least 500 quarts of choice berries the first fruiting season, which are easily worth 20c per quart or a total of \$100.00. The second year they should do equally as well, which makes \$100.00 more or a total of \$200.00.

Two hundred dollars from a cash investment of only a few dollars and a little time during an occasional morning or evening is a bigger profit than you could possibly make from any other crop.

To show you that these figures are conservative as far as yield is concerned, just as I was writing this page a letter came from Mr. H. A. Hill of Norris City, Ill., telling that he had picked this past year 1050 quarts of choice berries from his Kellogg's Big Four Garden. This is more quarts in one season than I have figured in the two seasons.

Now, let's do a little figuring on a larger basis, and for these figures take one-half acre.

Mr. H. A. Wysong of Indiana sold from his half acre of Kellogg Thorobreds \$1,213.95 worth of berries, and Howard Stunz of Oklahoma picked at the rate of 6,816 quarts per half acre at 20c per quart. This would be \$1,363.20 all from only one season's crop.

The women folks equal and sometimes beat the men. Mrs. Charles Moffatt of Kansas made in one year a *net profit* of \$800 from only one acre of Kellogg Thorobreds, and Mrs. A.W. Denbo of Indiana picked 942 quarts of big delicious berries from only 300 Kellogg Thorobreds.

One acre of Kellogg Thorobred plants grown the Kellogg Way will make you more money than you can make from two acres of garden vegetables, or 20 acres of common farm crops.

We have no desire to mislead anyone, that's why we claim only \$500.00 to \$1,200.00 per acre from Kellogg Thorobreds. H. M. Hansen of Wisconsin says: "You have my permission to make your claims a little stronger, because my returns this year show a little better than \$1,400.00 per acre."

George Beaudette of Michigan, according to his own written statement, wouldn't find any fault with us if we made it \$1,800.00 per acre, because that's just what he made from an acre of Kellogg Thorobreds in one year.

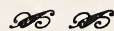
The profits from Kellogg Thorobreds grown the Kellogg Way have paid for big barns, homes, automobiles, and have put both men and women on the retired list. You can work for someone else at living wages, or you can go into business for yourself and be independent. To succeed you must start sometime.

Kellogg Thorobreds and the Kellogg Way of growing them offer you a big opportunity to start right now because Kellogg customers have proved that it pays, and pays big, to grow Kellogg Strawberries the Kellogg Way.





# Big Crops and Big Profits Without Experience



*Kellogg Thorobreds Grown the Kellogg  
Way Offer You a Most Wonderful  
Opportunity to Make Money.*

Growing strawberries is the surest and safest business you can engage in, because it requires no previous experience or special training to grow them.

I QUIT THE ROAD as traveling salesman and began growing strawberries with absolutely no experience. That was 30 years ago. No one could possibly be more inexperienced or unfamiliar with strawberry growing than I was, and that's why I know that success does not depend on experience. It is the plants that produce the berries, and not experience. No matter how much experience you have had growing strawberries, you cannot make unfruitful plants produce a profitable crop. It can't be done.

Mr. C. M. Bailey of Lincoln, Neb., while visiting our farm told us that from \$25.00 worth of Kellogg Thorobred Plants he sold \$500.00 worth of berries—an even \$20.00 for each dollar invested besides all the berries his family could use. Buyers came right to his place and paid him 25c per quart, or \$4.00 per crate.

This was Mr. Bailey's first try at strawberry growing. \$500.00 from a \$25.00 investment—without experience—ought to convince anyone that Kellogg Thorobred Plants and the Kellogg Way are more important than experience.

Those who never have seen the Kellogg Thorobreds fruiting cannot possibly realize how the big berries pile up around these sturdy plants. A. J. Anderson of La Crosse, Wis., picked 139 big berries from only one Kellogg Plant at two pickings. From two other plants he picked 248 large berries, and from another single plant he picked 34 berries that filled a quart box. He sold the berries right at home for 20c to 22c per quart.

I venture, if you will use your own spare time growing strawberries you will find the work so enticing, interesting, and profitable, that you will eventually make strawberry growing your permanent business. Most of our customers who are now large successful growers started by using only their spare time, and they started without experience.

These beginners had something better than experience—Kellogg Thorobred Plants and the Kellogg Way. You can succeed the same way. It is practical, simple and easy—just common sense and that's all.

Don't think strawberry growing is work; make it your play. Whether you are playing checkers or playing the strawberry game, it is the playing that prompts you to put your whole life and being into it and that's how you win the game.





# KELLOGG'S 100% VARIETIES

## ALL THOROBREDS

WHEN I tell you that we have spent about 45 years in selecting Kellogg's 21 dependable varieties, and that we have selected these from hundreds, you will then realize how careful we have been in choosing varieties that will succeed under varied conditions. A variety that succeeds only under favorable conditions is not a safe variety to recommend to Kellogg customers.

We know that it is the Kellogg Thorobred Plants, Kellogg Dependable Varieties, and Kellogg Service that have won the Kellogg envied reputation.

When making up your order, you need not hesitate to choose any variety listed in this book which appeals to you, because all the Kellogg Varieties can be depended upon to produce a big crop of choice berries.

Read the descriptions, then select the varieties adapted to the purpose for which you want them. If you want a good canner, select the varieties that we recommend for that purpose, and for shipping select the varieties that produce firm berries. If you prefer to have us make your selection, we shall be more than glad to do so.

### Kellogg's Everbearers

We are offering you this year five wonderful Everbearers: Progressive, Superb, Champion, Perfection, and Jewel. You may order plants of any one or all

of these varieties with the full assurance that they will begin fruiting this coming fall and that they will fruit heavily until freezing weather. All of these Everbearers are such wonderful fall and early summer fruiters that it is really difficult to select any one as the best or most profitable.

I have seen these varieties so heavily loaded with berries during the fall months that I thought it would be impossible for them to produce another such crop, but when the following summer came they were again loaded with berries even larger than the fall crop.

Kellogg Everbearers never fail to produce a big fall and early summer crop in all soils and climates, excepting in the extreme southern states.

A great many Kellogg Customers write us that their Kellogg Everbearers produce from one to two quarts of berries per plant the same season the plants are set, and we have had reports as high as three quarts to the plant. Even one quart per plant the first season ought to satisfy most anyone.

Here's your opportunity to get Everbearers that will yield big crops and big profits. We are prepared to supply all those who order early, but we cannot promise to supply all those who order late in the season, because Everbearers are rather scarce. The demand this year is far greater than the limited crop can possibly supply.

## ROCKHILL, the \$50,000 Everbearer

I AM GREATLY PLEASED to tell you that, through my own method of selection, and through my own hard effort, I now have the Rockhill a 100 per cent dependable Everbearer, and with reasonable success I expect to be in a position to furnish you with plants of this, my most wonderful Everbearing variety, in 1926.

From this same lot I also have selected a standard variety which is the earliest, and I think one of the best on record. This extra-early variety will be introduced in 1926 as the "Early Bird".

I have put my whole life and being into the work of saving the Rockhill, and—without assistance from any source—I have won the victory.

I am proud of the fact that I have won the honor of restoring America's Greatest Everbearer from a complicated mixture that seemed almost hopeless.

I am also proud of the fact that—again without assistance from any source—I followed the honorable course of reimbursing all customers who bought the \$40,000.00 worth of Rockhill we sold in 1923. \$40,000 is a lot of money, but I would rather stand the loss alone, as I have done in this case, than to sacrifice my honor.

Restoring this Everbearer and discovering the "Early Bird" from this complicated mixture of over two million plants is one of the greatest achievements of my life. I rejoice, and when you see these two varieties fruiting, you will rejoice with me.

F. E. BEATTY.

### *For the Information of Those Who Are Not Acquainted with the Rockhill Transaction:*

*We purchased this variety for a contract price of \$50,000 in 1922, and introduced it in 1923 with plants furnished us by the originator.*

*However, although these plants were sold to us as true everbearers of the type we saw growing on the originator's own grounds, what we really received was a complicated mixture less than one per cent everbearing.*

*We sold these plants to our customers in good faith, and it was absolutely no fault of ours that they did not receive everbearing plants; but regardless of that fact we were the ones who voluntarily made good as soon as the unfortunate circumstance was discovered.*

*The next plants we furnish of this variety will be entirely of our own propagation from plants of our own selected type—a type which we ourselves saved from the wreck and know to be an absolute and true everbearer. When we put these plants—this Kellogg Strain—on the market, we will guarantee them one hundred per cent everbearing or your money back.*



# Standard or June Bearing Varieties

## SENATOR DUNLAP

Mid-Season, June-Bearing; Bi-Sexual

THE name, "Senator Dunlap", is nearly enough alone to describe this variety, it's so well known. A great favorite with those who simply set their plants and then let them take care of themselves; Dunlap is a weed-choker and at the same time a very heavy fruiter.

Berries are large, well-shaped, and beautiful—they sometimes have a glossy neck—and they are solid enough to stand shipping. It's the favorite canning variety among housewives and canning factories alike. Grow it in narrow rows for best results and don't worry about mating. It'll produce miles from any other variety.

We sold nearly three million of these plants last season, and haven't as many this season as we had last year. Better make out your order tonight.



## WARFIELD

Mid-Season, June-Bearing; Pistillate

THIS variety was a favorite twenty years ago, and it's a favorite today. It's greatly similar to Dunlap, excepting that it is more acid, and is used for the same purposes, but it is pistillate instead of bi-sexual. Grow it in narrow rows, and use Dunlap, Dr. Burrill or any other strong mid-season bi-sexual for mating.



## HAVERLAND

Medium-Early, June-Bearing; Pistillate

ANOTHER mighty good strawberry variety. Berries are rather long and light colored, and are produced in great quantities. It's a pistillate, and all pistillates are heavy fruiters when properly mated. Use Senator Dunlap, Dr. Burrill, or any other medium early or early bi-sexual for mating, and grow it in narrow rows. An excellent shipper and an all-round market variety.

## AROMA

Late, June-Bearing; Bi-Sexual

THERE'S something piquant about the flavor of Aroma. It's rich, spicy, and pleasant, with still some indescribable quality separate and distinct from the flavor of any other sort; and in that indescribable quality lies the chief charm of this variety.

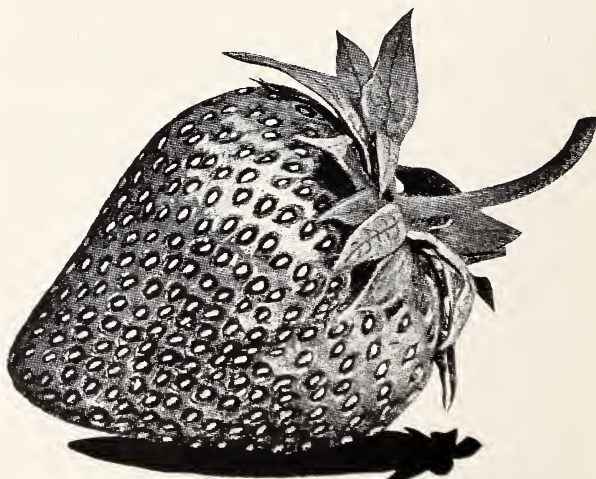
It is a favorite in Missouri, Arkansas, and Tennessee, but also does well everywhere else. Berries are large, beautiful, and solid; somewhat round in shape. It's one of the best market varieties.

Does not require mating. Produces its largest berries and more of them in narrow rows.

## COOPER

Medium-Early, June-Bearer; Bi-Sexual

THIS is our first year to offer you plants of the Cooper variety. It is a very strong grower; makes enough runner plants to fill in a good fruiting row and is said to be a heavy producer of extra large berries. The fruit is of good quality, as far as flavor is concerned, but not firm enough for distant shipments. Will produce loads of fancy berries when grown in narrow rows. Does not require mating.





# Standard or June Bearing Varieties

## GIBSON

Medium-Late, June-Bearer; Bi-Sexual

COMMERCIAL Growers, read this! Gibson is a variety that will make you money. We believe it to be one of the most productive varieties grown.

The fruit of Gibson is shaped something like a quince—conical, but flattened on the end, and slightly corrugated from calyx to tip. It's a deep red clear thru, with prominent seeds and firm texture so that it carries well to market.

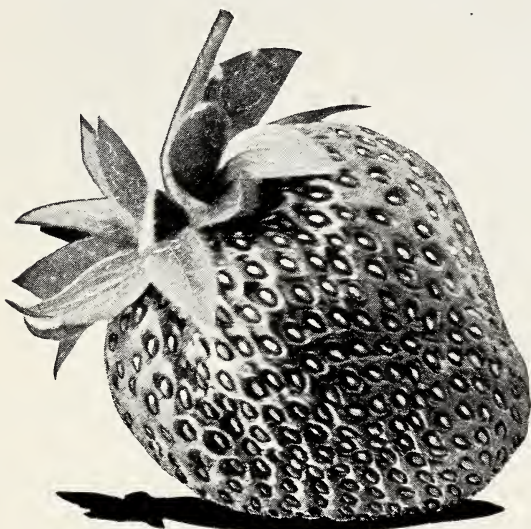
The foliage is strong, upright, leathery, and healthy. Does best in narrow matted rows, and does not require mating. Grow Gibson for great crops.



## SIONILLI

Late, June-Bearer; Bi-Sexual

SIONILLI is a strong, stalky growing bisexual which produces big red berries in great quantities. Originated in Illinois. Spell Illinois backward and you have "Sionilli". Makes just enough runners to fill in a good fruiting row. Very easily grown on this account. Is also a great success when grown in hills. Requires no mating; can be grown alone or with other varieties.



## GLEN MARY

Medium-Early, June-Bearer; Bi-Sexual

HERE is a very popular, as well as a very profitable, medium-early bi-sexual. The plants grow large and make just enough runners to fill in a good fruiting row. A very heavy producer of large and firm berries. Glen Mary may be grown alone or with other varieties. Fruits heavily either in hills or rows.

## WILLIAM BELT

Medium-Early, June-Bearer; Bi-Sexual

THIS is a vigorous growing and heavy producing bi-sexual. Berries are very large and of splendid quality and the variety is a great favorite among the growers of the intermountain states. Fruits heavily in hills or rows. Requires no mating.



## Let's Go Out and Play!

WHEN you grow Kellogg Strawberries, don't make work of it, make it your play. If you think strawberry growing is work, it will be work; if you think it play, it will be play. It's all in the "think".

I believe so thoroughly in playing the game, and having fun as I go along, that I want to get others into my way of thinking. Love for that which you are doing measures your success. Fall in line and fall in love with the garden idea of health-giving exercise. Forget yourself out of sickness and work, and think yourself into health and play. "As a man thinketh, so is he". Let's go out and play.



# EVERBEARING VARIETIES



## SUPERB

Everbearing, Bi-Sexual

**S**UPERB is an old favorite everbearing variety. We dropped it for a while because we wanted to improve it and give our customers better value for their money, but what a fuss these customers did make!

No need to fuss any longer, for now we can furnish Superb, and it's a Superb we can be proud of. Superb berries are large, solid, and well flavored. They are firm enough to ship well to a not-too-distant market, and their rather round shape makes them pack attractively in the box.

Superb shortcake is no less delicious than Progressive or Jewel shortcake.

Does not require mating. Grow it in hills for best results, and remember we have only a limited number of these improved Superb plants.

## CHAMPION

Everbearing, Bi-Sexual

**C**HAMPION is a very heavy fruiter of medium-large choice berries. Begins fruiting about three months after plants are set, and as the season advances the berries increase in number and in size. Continues to fruit until freezing weather. Is also a very heavy early summer fruiter. Very closely resembles Progressive, but most growers claim it produces more berries and berries of better quality than Progressive.

We can recommend Champion as a dependable variety in every way. Gives best results when grown in hills or narrow rows. Does not require mating.

## KELLOGG'S PERFECTION

Everbearing, Bi-Sexual

*"The Supreme Everbearer"*

**T**HIS is the Everbearer that won the \$1,000.00 cash prize because of its many points of excellence. Perfection is extremely hardy in plant growth. Spring-set plants begin fruiting heavily about August first and as the season advances the berries increase in size and quantity. Berries are larger than those produced by any other everbearer. Fruits heavily without any restriction in runner production. Very easily grown. Requires no petting or thinning. A strong self-fertilizing bi-sexual.

Kellogg's Perfection is now producing big crops in all sections of the United States and Canada, and has become a universal favorite. J. S. Cook of Iowa writes: "If Kellogg's Perfection continues to fruit for me as it has in the past, I shall discard all others and plant Perfection exclusively."





# Strawberries *in the* Fall

Umm!! Don't strawberry shortcake sound good? And wouldn't it be delicious in the fall when "there ain't supposed to be no strawberries?" Nothing could be more delicious than a fall shortcake of Kellogg's Progressive or Kellogg's Jewel. Order some of these plants, ask for Mrs. Beatty's "Strawberry Dainties" free with your order, and then have her kind of light, fluffy, exquisitely appetizing strawberry shortcake *with your Thanksgiving dinner.*



## KELLOGG'S JEWEL

*The Worth-While Everbearer*  
(Everbearing, Bisexual)

Man, oh man! How the berries do pile up around the plants of this variety! Kellogg's Jewel will produce double the berries produced by any other of the older everbearing varieties, and they're all big solid beauties that you can take to market; or use at home, either. Somewhat round in shape. (See illustration at the bottom.) Excellent Flavor. Grow them in narrow rows. They do not require mating.



## PROGRESSIVE

*The Universal Everbearer*  
(Everbearing, Bisexual)

Progressive is an old favorite that does well in either narrow rows or hills, and does not require mating or petting. You can depend on it for a large crop of luscious berries this coming fall, another in the spring, and again another the following fall. It's a truly logical variety for home use.

Berries are medium large, sweet, mild, and beautifully colored. Admired and praised by growers everywhere.

Foliage is so vigorous in growth that it will stand more neglect and adverse weather conditions than most any other variety.

See illustration of Progressive above; and order yours now while we can supply you.





# Three Thorobred *Money Makers*

## KELLOGG'S BIG LATE *The Queen of Quality and Quantity*

(Late, June-Bearing, Pistillate)

To get the big prices that come late in the season, grow Kellogg's Big Late. This year our Big Late berries were just beginning to ripen when prices—because berries were becoming scarce—began to go up.

The berries are borne in clusters on tall, strong, upright fruit-stalks, which hold them out of the dirt and keep them clean for your trade.

Flavor is sweet. Color, medium dark red—clear thru, of course—seeds prominent, and berries solid.

Foliage is healthy and vigorous. Does well in any system, but we prefer narrow rows. Requires mating with some such variety as Kellogg's Delicious, Gibson, or Magic Gem.

The illustration of Big Late below will give you some idea of its beauty.

*Order Big Late for Big Money.*



## MAGIC GEM *The Gem of Perfection*

(Medium-late, Bisexual)

Here's a heavy producing variety for you. Magic Gem berries are all large, well-shaped, well-colored, and sparkling; and all berries come to maturity, so that you get the maximum yield.

The color of Magic Gem is bright red clear to the tip and clear to the center. The foliage is tough and leathery; and the variety is a good one for those who prefer the matted row, since it makes just the right amount of runners. Plants do well on any soil, and in any climate.

The variety does not require mating; on the other hand it is an excellent mate for late and medium late pistillates. Order Magic Gem on its own merit or to set alongside Kellogg's Prize or Big Late, and you'll be satisfied with the result.

Does well in any system. See illustration above.

## KELLOGG'S PREMIER *The Prize Winner and Money Maker*

(Extra Early, June Bearing, Bisexual)

Lookin' for a really worth-while extra early variety? Here 'tis. Unlike most early varieties, Kellogg's Premier is an exceedingly heavy fruiter, one of the heaviest, in fact; and—here's the good point—it laughs at Jack Frost.

Foliage is exceedingly rank and covers the fruit and blossoms like a blanket, sheltering them effectively from early visits of that troublesome mischief maker.

In addition, Kellogg's Premier has all the other worth-while qualities that a variety should have. Its berries are all large, beautifully colored, beautifully shaped, red clear thru, and solid; it's one of the best shippers we have.

It's an ideal canning and preserving variety. Try Kellogg's Premier sunshine preserves with roast meat, and you'll forget when to stop eating.

A vigorous grower, a heavy fruiter, a home garden favorite, a money maker—nothing but good reports on Kellogg's Premier. Set yours this year.

Does well in narrow or wide rows—any soil, any climate. Does not require mating. See illustration of Premier below.





# Kellogg's Delicious

## *The Strawberry That Satisfies*

(Medium Late, June-Bearing, Bisexual)

Is it flavor you're looking for? If so, grow Kellogg's Delicious. This variety, because of its wonderfully sweet flavor, is just the thing for home use; or for supplying a high-class, discriminating, hard-to-please trade.

And besides, it's a heavy fruiter, surpassing the average in quantity. Berries are large, dark-red clear to the center, and solid. Foliage is strong, healthy and vigorous.

Can be grown by any system, but we recommend hills or narrow rows.

Is an excellent mate for late Pistillate varieties; does not itself require mating.

Sales of Kellogg's Delicious double each year. Have yours reserved now.







## \$20.00 for \$1.00 and Your Own Berries FREE

A Kellogg Strawberry Garden is a twenty for one investment, and your own berries thrown in. Here's a few of the actual profits as reported by Kellogg Garden Customers:

\$80.00 besides our own berries is what Kellogg's Back Yard Garden did for us. G. R. Brickler, R. 8, Urbana, Ohio.

\$135.36 from a \$6.00 investment is the profit we made from Kellogg's Cash Prize Garden. R. C. Cook, Box 84, Leaksville, North Carolina.

\$218.10 represents the cash profit we made

from Kellogg's Cash Prize Garden. Mrs. Homer D. Etherton, Leroy, Ill.

1,050 quarts is what we picked from Kellogg's Big Four Garden this season. At 20c per quart this is \$210.00 from a \$6.80 investment. H. A. Hill, Norris City, Ill.

So you see that these actual profits show more than \$20.00 for each dollar invested. How else could you invest your money to insure such big returns?

Here are Kellogg's Gardens described. Pick the one you want. Order now.

### Kellogg's Grand Prize Garden

This garden has created a sensation because of the three big cash prizes we give for the biggest yields—1st prize, \$25.00; 2nd prize, \$15.00; 3rd prize, \$10.00.

To join the Grand Prize garden contest, simply order a Grand Prize Garden, grow it by the hill system,

keep count of the number of quarts you pick, and send us your report on the total number picked up to Sept. 1, 1926, and the value of the berries at market price. No letters received after Sept. 15, 1926, will be considered. Checks will be mailed to prize winners the first part of October in the same year. In case of a tie, each of the tying contestants will receive the full amount of the prize earned.

#### 1924 Prize Winners

We are sorry we do not have room to publish the complete letters from 1924 prize winners, here, however, are the yields:

The first prize of \$25.00 was won by Andrew Sluzalis, Canton, Ill., with a yield of 1,000 quarts from the 250 plants.

The second prize of \$15.00 was won by Wm. Hughey, Nevada, Ohio, with 798 quarts.

The third prize of \$10.00 was won by John R. Adams, Hastings, Neb., with a yield of 749 quarts.

The highest profit reported was \$224.70.

|                            |        |
|----------------------------|--------|
| 50 Kellogg's Premier ..... | \$1.05 |
| 50 Dr. Burrill .....       | 1.05   |
| 50 Magic Gem .....         | 1.05   |
| 50 Kellogg's Marvel .....  | 1.05   |
| 50 Progressive .....       | 2.10   |

Regular price .....

\$6.30

**Special price east of Rocky Mountains**, including delivery, a Dibble **FREE** for setting, and also your choice of Mrs. Beatty's "Strawberry Dainties" or the "Key to Strawberry Profits" .....

**\$5.85**

(Inter-mountain states and Pacific coast customers, and Canadian customers see price list enclosed in your catalog for your special "delivered" price on these gardens).



## Kellogg's Everbearing Garden

Seldom do we have enough of these gardens. In four or five months after you set this garden—i. e. during the very first season—you will have all the berries your family can use and a big cash profit from the surplus, besides.

The varieties composing this garden are as follows:

|  |        |
|--|--------|
| 50 Progressive Everbearing .....           | \$2.10 |
| 25 Superb Everbearing .....                | 1.40   |
| 25 Perfection (or Jewel) Everbearing ..... | 3.50   |

Regular price.....\$7.00

**Special "Delivered" Price \$6.45**  
East of the Rocky Mountains,.....ONLY

## Kellogg's Back Yard Garden

A wonderful garden. Requires only a small space, and with proper care, will produce a big crop of choice berries in shaded back yards—even as much as 200 or 300 quarts per season.

|                           |        |
|---------------------------|--------|
| 50 Dr. Burrill .....      | \$1.05 |
| 50 Gibson .....           | .75    |
| 50 Kellogg's Marvel ..... | 1.05   |
| 50 Warfield .....         | .75    |

Regular price.....\$3.60

**Special "Delivered" Price \$3.25**  
East of the Rocky Mountains, ONLY

## Combination Garden

This garden is made up of both standard and everbearing varieties. All heavy fruiterers. A very choice selection. One of our biggest sellers. Order early and be sure of yours.

|                                  |        |
|----------------------------------|--------|
| 50 Progressive Everbearing ..... | \$2.10 |
| 50 Kellogg's Premier .....       | 1.05   |
| 50 Gibson .....                  | .75    |
| 50 Dr. Burrill .....             | 1.05   |

Regular price .....

**Special "Delivered" Price \$4.65**  
East of the Rocky Mountains, ONLY

## Big Four Garden

A most popular and profitable garden, having a record of 1,050 quarts the first fruiting season. Large enough to supply all the berries any family can use and make a big profit besides. Varieties range from extra-early to late and are properly mated.

|   |        |
|---|--------|
| 100 Kellogg's Premier .....             | \$1.70 |
| 100 Dr. Burrill .....                   | 1.70   |
| 100 Magic Gem .....                     | 1.70   |
| 100 Kellogg's Prize (or Big Late) ..... | 1.70   |

Regular price .....

**Special "Delivered" Price \$6.45**  
East of the Rocky Mountains, ONLY

## Money Maker Garden

Just a little of your spare time spent in this garden will convince you that it is a money maker. With proper care you can count on about \$20.00 for each dollar invested. Here's your opportunity to start in the strawberry business at small cost and without interfering with your present work.

|   |        |
|---|--------|
| 200 Senator Dunlap .....                    | \$1.90 |
| 200 Warfield .....                          | 1.90   |
| 200 Aroma .....                             | 1.90   |
| 200 Kellogg's Marvel (or Dr. Burrill) ..... | 2.70   |
| 200 Gibson .....                            | 1.90   |

Regular price .....

**Special "Delivered" Price \$9.45**  
East of the Rocky Mountains, ONLY

Remember, a Dibble and also your choice of either Mrs. Beatty's "Strawberry Dainties" or the "Key to Strawberry Profits," will be sent to you FREE with any of the above gardens.

## Kellogg's Home Fruit Garden

This garden — raspberries, blackberries, and grapes—is composed of the very best plants that nature and human efforts can produce. This is the first year we have sold plants of these fruits and in order to introduce them we are quoting an extremely low "delivered" price on this garden. Guaranteed to please you or your money back. In the following column is the selection.

No Dibble will be given with this garden but you will receive FREE your choice of Mrs. Beatty's "Strawberry Dainties" or the "Key to Strawberry Profits". This garden NOT sold in Canada.

|   |        |
|---|--------|
| One dozen Cuthbert Red Raspberries .....        | \$1.10 |
| One dozen Cumberland Black Caps .....           | 1.10   |
| One dozen Eldorado Blackberries .....           | 1.75   |
| Three 2-year Grape Plants (Worden) .....        | 1.35   |
| Three 2-year Grape Plants (Concord) .....       | 1.14   |
| Three 2-year Grape Plants (Niagara) .....       | 1.35   |
| Three 2-year Grape Plants (Moore's Early) ..... | 1.35   |

Regular price .....

**Special "Delivered" Price \$6.85**  
East of the Rocky Mountains, ....ONLY

INTER-MOUNTAIN STATES, PACIFIC COAST AND CANADA: The special "delivered" prices on Kellogg Gardens to customers living in these sections will be a trifle more than prices quoted here on account of the higher transportation rate. For your "delivered" price see the price list enclosed.



# Mrs. Beattys "GLAD" message

I HARDLY know how to express my appreciation to you ladies for those wonderful personal letters you wrote me last year about my "Strawberry Dainties" booklet. Thanks would hardly be enough, so I guess I will "say it with flowers" — gorgeous gladiolas.

Frank appreciated and enjoyed your letters fully as much as I did. Just the other morning at the breakfast table he said, "It seems to me that the Kellogg customers are different from other folks, because they appreciate every little service and everything we do for them."

Yes, you *are* different because you want the very best service and the highest quality plants, and you are willing to pay a price to insure that kind, and when you get what you want you are good enough to acknowledge your pleasure, and that's what we like.

I am sure that Frank appreciates you just as much as you appreciate the many good things he is doing for the strawberry industry. He tries to show his appreciation by making a special effort each year to give you better plants and better service. I am going to show my appreciation by selecting a strawberry garden from varieties which are my favorites, and with each garden I am going to send you—FREE—four bulbs of my most beautiful gladiolas.

Frank can say his in his own way, but I'll say mine with flowers, and I shall call this the "Glad" Garden.

It would be a good joke on Frank if my "Glad" Garden sells better than any one of his garden selections and I just hope it does to show him a thing or two.

Here's the varieties I have selected for the "Glad" Garden because they are my own favorites:

|  |        |
|--|--------|
| 50 Kellogg's Premier .....             | \$1.05 |
| 50 Kellogg's Marvel .....              | 1.05   |
| 50 Kellogg's Big Late (or Prize) ..... | 1.05   |
| 50 Senator Dunlap .....                | .75    |
| 50 Progressive Everbearing .....       | 2.10   |
| Total .....                            | \$6.00 |

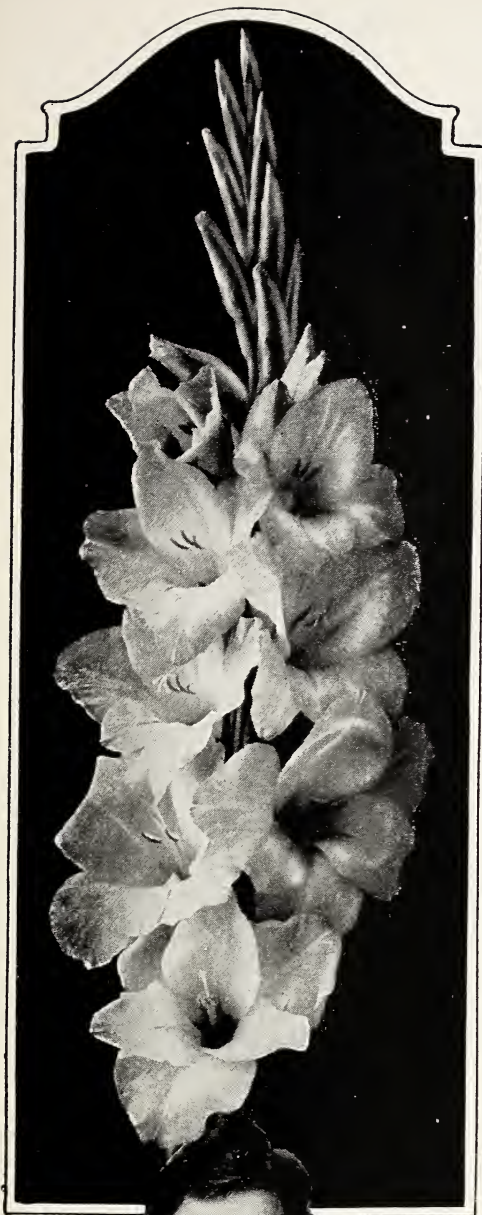
You see the regular price of this garden would be \$6.00 but Frank is allowing me to give it to you delivered east of the Rocky Mountains for **only \$5.65** and you get the four gladiola bulbs and my "Strawberry Dainties" booklet besides. It will be delivered to you in the inter-mountain and Pacific coast states for **only \$6.65** and in eastern Canada, duty, clearance and transportation prepaid for **\$7.75**.

The gladiola bulbs will be of my own selection but will come to you labelled so that you will know what they are.

Thanking you again for your many courtesies and compliments and wishing you the very best of everything, I am

Sincerely yours,  
MRS. F. E. BEATTY.

(No Dibble with this "Glad" Garden.)







Grandpa and His Thorobreds.

# New Additions to the Kellogg Family

**T**HERE have been several new additions to the Kellogg Family during the past few years—Mary, Priscilla, and Patricia came in the order named. These little “piggly-wiggles” are just to love and play with and not for sale. Then there are Kellogg’s Black Raspberries, Red Raspberries, Blackberries, and Grapes. You can buy these for much less than they are actually worth, because we want to show you what high quality plants of these fruits are like.

I don’t know how much money you have but I do know that you haven’t enough money to buy better Cane Plants and Grape Vines than these Kellogg Plants which we will send you this year because nature and human efforts never grew better.

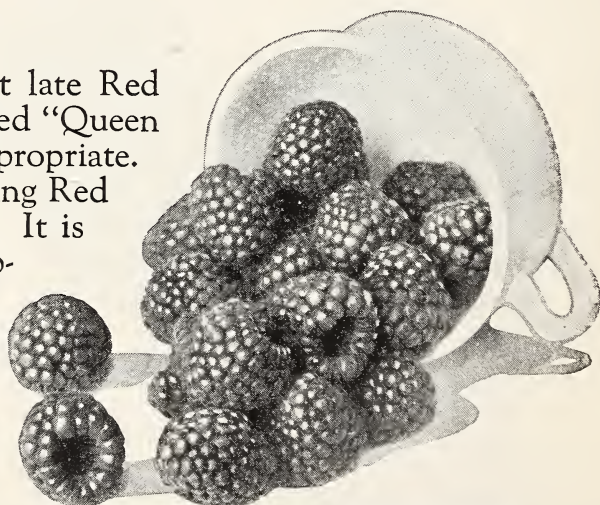
The Kellogg Cane Plants and Grape Plants equal in quality and productiveness the Kellogg Thorobred Strawberry Plants and that’s all I need to say about the quality.

These Kellogg Fruit Plants are so sturdy, healthy, and good that we are going to send them to you for inspection. Look them over carefully and if they are not just what you expect, return them to us collect and get more plants or your money.

When ordering these plants, don’t forget this “MONEY-BACK” guarantee.

## Cuthbert Red Raspberries

Cuthbert is, without a doubt, the best late Red Raspberry grown today. It is often called “Queen of the Market” which name is very appropriate. Cuthbert is not only the heaviest yielding Red Raspberry but it is the finest flavored. It is an exceedingly fine shipper and has established records of over one thousand crates of twenty-four pints each, on a three-acre plantation. For home use or market, you will make no mistake in planting Cuthbert Red Raspberries.



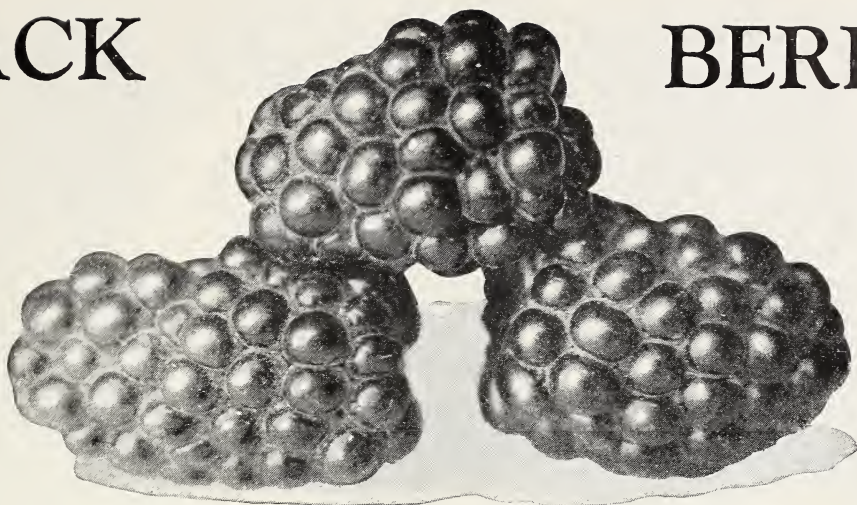
*Inspections Show Kellogg’s Thorobred Cuthbert Raspberry Plants to be 100% Good.*

A Cup of Kellogg’s Cuthbert Red Raspberries.  
One-Third Natural Size.



# BLACK

# BERRIES



## ELDORADO BLACKBERRIES

**T**HERE is one outstanding variety of blackberries and that is Eldorado. The plants are vigorous and hardy and endure the winters of the north without injury. The berries are large, jet-black, and are produced in large clusters. The flavor is sweet, melting, and pleasing to the taste. They keep several days after picking. They combine all the good qualities found in Blackberries. We are listing only Eldorado because it is the best.

## BLACK RASPBERRIES

### Cumberland Black Raspberries



One-Half Natural Size

**T**HERE are many varieties of black raspberries, also called black caps. Cumberland is the best in its class because it is the heaviest yielding, and the most profitable, and because the plants are exceptionally vigorous and exceedingly productive. The berries are not equalled in size by any other black Raspberries. The fruit ripens medium early and is very firm. The flavor is unsurpassed.

## GRAPES

(Two-Year-Old Only)

**W**E BELIEVE in the best. The seven varieties of grapes described here have repeatedly proven to be the best. They are exceedingly hardy, productive, and profitable, and are unsurpassed in flavor and quality. All are two-year-old, heavy-rooted plants sent to you prepaid and guaranteed to please you or your money back.

**CONCORD:**—One of the most popular of all black grapes. A universal favorite.

**NIAGARA:**—Leading white grape of large size, delicious flavor, handsome and compact bunches. Ripens with Concord.

**MOORE'S EARLY:**—Black. Beauty and quality make this a most desirable grape. Hardy and very productive.

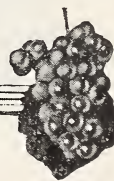
**MOORE'S DIAMOND:**—Becoming very popular. Large as Concord. Has a greenish white color with a rich yellow tinge when fully ripe. Flesh tender and juicy.



**WORDEN:**—Black. Seedling of the Concord. Berries larger, ripens ten days earlier.

**AGAWAM:**—Large, round, dull purple-red, covered with lilac bloom. Bunches large. Flavor rich, sweet and aromatic. Beautiful appearance.

**CATAWBA:**—Late ripening variety. Large bunches of large berries with coppery red color, becoming purplish when well ripened.







# Kellogg's Help-You Service



## SERVICE BEFORE YOU ORDER SERVICE IN SHIPPING YOUR ORDER SERVICE AFTER YOU RECEIVE THE PLANTS

**S**ERVICE is one of the big items in our business. If you could come right here to our farm and dig your own plants and take them home with you, you would not need service. But you cannot do this; you must depend upon us for everything until the plants are in your possession.

Most of you live a long distance from our farms, and we appreciate the confidence you must place in our company when ordering Kellogg Thorobred Plants. The only way we can merit this confidence is to fulfill all your expectations, and the only way we can do this is through service.

We are growing Kellogg Thorobred Plants especially for you. In reality we are your hired men, and we must do your work properly from beginning to end or we deserve to lose our job.

Kellogg Service on your order began four years ago. We spent three years in our preparation work and the fourth year in growing the plants.

But our service does not end here. Perhaps you are unable to decide what varieties you want. In this case, just write to us and give the dimensions of the plot of ground you wish to set to strawberries, or tell us how much money you wish to invest in plants, and we'll make up a selection of varieties that will just suit your needs.

When digging, cleaning, sorting, grading, pruning, and packing your plants we have your interest in mind. Your plants are dug fresh from the field, and brought to our packing house in canvas covered baskets where all the rest of the work is done.



Pruning your plants is a very valuable service. Proper pruning insures a quick start and a vigorous growth. This service in labor alone costs us more than \$1,000 a year, but it costs you nothing. The bunch of plants at the top of the page shows how the plants are pruned.

Pre-payment of transportation charges is a service that saves you untold anxiety and trouble. No express charges to worry about and no parcel post rates to figure out. You know exactly what your plants will cost delivered right to your town.

When ordering your plants, you cannot possibly know when the weather will be favorable for setting. We have government weather reports come to us every day which inform us as to weather conditions in your locality, and in all other localities. With these reports we know when to ship your plants and do ship them at that time as nearly as our own weather conditions will permit, unless you instruct us otherwise.

Kellogg Service is a continued service. No matter when you want information or what you want to know about your berry work, write us and you will get the full benefit of our 45 years of strawberry experience.

We say to you just as we would say if you were taking dinner with us, "There's plenty here. Just help yourself." You are always welcome to Kellogg's "Help-You" Service.

Yes, we are working for you 100,000 Kellogg customers, and we don't believe in changing jobs. We want to work for you as long as you are growing strawberries and other small fruits, and we want our work to be so thorough and efficient that you will recommend our service to your neighbors and friends.





# CONFIDENCE

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## THEN

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## DECISION

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An Expression of Confidence

**C**ONFIDENCE governs decision. Confidence is more important in business than capital. Lack of confidence is as poisonous to a business as Paris Green is to a potato bug.

In writing this book I have endeavored to gain your confidence through sincerity. Confidence is won through truthful statements and retained by delivering what we promise. We have too much at stake to administer any poison to our business.

I am fully aware of the fact that this book will be read by intelligent folks, the kind of folks that know just as much and possibly more than I do. The more carefully you read and study this book, the more you will be convinced that every statement is based upon facts. I am not an expert at writing books, but I do understand my subject. I know strawberry plant facts and I have tried to present these facts in a way that will give you a full knowledge and understanding of the facts.

My name is "Frank", and I believe in "Frank-ness". I have been perfectly frank in every statement regarding the Kellogg Service, Quality, and Principles, and I am perfectly frank when I tell you that I would rather have your fullest confidence without your order, than to have your order without your confidence.

I grow Kellogg Thorobreds, I see them fruiting under different conditions, I am completely sold on these plants myself and I can sell them to you upon their own merits.

My greatest desire is to satisfy every Kellogg customer. Our slogan is "Every Kellogg Customer a Satisfied Customer". I believe that we come as near living up to our slogan as any other concern in the world regardless of their business.

Satisfied customers are like good oil to machinery, both eliminate friction and relieve wear, tear and squeaks, and it's the wear, tear and squeaks that destroy.

When a dissatisfied customer begins to "squeak", he generally "squeaks" something that causes friction. I will do anything that any reasonable person could ask to prevent friction and squeaks. Nothing makes me so unhappy as dissatisfaction of any kind. I want harmony, both in my home and in my business. I am not going to be foolish enough to knowingly do or say anything that will cause me to be unhappy through discord or dissatisfaction.

I am real sure that you like happiness and satisfaction just as much as I do. With this understanding of your likes, I solicit your orders for Kellogg Thorobreds, confident that your decision will terminate in happiness and satisfaction all 'round.

It's an easy matter to reach a decision when you're satisfied that you are making the *right* decision. I am perfectly satisfied to invite you to become a Kellogg Customer with the full understanding that you are to be satisfied before I'm satisfied.

You now have my testimony in regard to Kellogg Thorobreds, Kellogg Service and Kellogg Quality. You have the facts before you. You are the jurors and I am perfectly willing to leave my case in your hands knowing that you will decide in your own interest—that's what you should do—and that's exactly what I want you to do. FRANK E. BEATTY.





# FREE! WITH YOUR ORDER FREE!

## "The Key to Strawberry Profits"



HERE'S strawberry and other small fruit growing boiled down to a point where you can understand it. No poring nights over several hundred pages of college text book language—just good, plain, everyday information that will help you, and really show you how. Every subject is treated as much as it should be treated, and no more, so that the whole book consists of only thirty-six pocket-size pages—a book that you can take right into the patch with you for reference, just when and where you need it.

"The Key to Strawberry Profits" has often been referred to as the best book on strawberry culture ever written.

It will be better than ever this year because we have added three new chapters—Feeding Plants, Mulching, and How to Grow Raspberries, Blackberries, Grapes, and Gladiolas.

Our new feeding method tells how to develop a darker green foliage and add pep, vigor and productiveness to the plants at practically no cost.

The chapter on mulching tells how you can mulch your strawberry garden or a big field without buying, hauling, or spreading a single fork full of material and the cost is hardly worth mentioning.

The cultural methods on cane plants and grape vines are practical, simple and easy.

The information given in this book is what makes it valuable. Good articles come in small packages and as small as this booklet is, I venture that you would not part with it for a five dollar bill.

This five dollars worth of information is given free with each order for plants amounting to \$2.00 or more. We do not accept orders for less than \$2.00.

## "STRAWBERRY DAINTIES"

MRS. BEATTY'S "Strawberry Dainties" is the book that pleases the women folks. They say: "What's the use of having strawberries if you don't know the best ways to eat them?" And so last year, Mrs. Beatty wrote this little booklet for them and we'll give it free with your order **instead of the "Key to Strawberry Profits" if you wish.** Mrs. Beatty says you ought to know how to make Strawberry Sunshine Preserves, Strawberry Pie, Strawberry Ice Cream, Strawberry Shortcake and she tells how in "Strawberry Dainties." Altogether there are 50 delicious ways of preparing strawberries, and a lot of other recipes, besides.

Mrs. Beatty has received so many complimentary letters from the women folks about "Strawberry Dainties" that she couldn't begin to answer them. Mrs. Herbert V. Shattuck of Vermont wrote her that she bought \$4.15 worth of Kellogg Thorobred Plants and received "Strawberry Dainties" free and that this booklet was worth more than the amount she paid for the plants and she is mighty well pleased with the plants.

Mr. Robert Anderson of Indiana wrote for his wife as follows: "Florence says, (Florence is the Mrs.) that she tried some of Mrs. Beatty's recipes and finds the one for the Sun Preserves to be

not only fine but *very fine*, and to keep them here one has to hide the cans." We have hundreds of just such reports, but this is enough to show you what the ladies think of "Strawberry Dainties."



## KELLOGG'S CORRUGATED DIBBLE

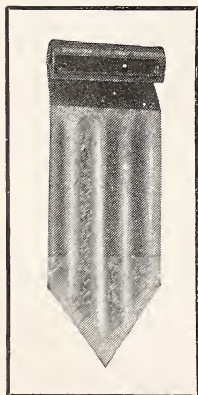
KELLOGG'S Corrugated Dibble is the best tool ever made for setting strawberry plants, and all vegetable plants, because it makes a corrugated or wavy opening in the soil which gives the roots larger feeding surface than any other plant setting tool, thus enabling them to get a quick start.

Made of a single piece of high-grade steel—no rivets to pull loose—and heavily jappanned in black to prevent rusting; it will last a life-time.

One man can easily set from 2,000 to 2,500 plants in a single day with this dibble.

The regular price of this dibble is 65c postpaid, but we'll give it FREE with every order amounting to \$5.00 or more when full payment accompanies the order.

**R. M. KELLOGG CO., THREE RIVERS, MICHIGAN**





PRINCE OF WALES

GOLDEN MEASURE

L'IMMACULEE

SCARLANO

WAR



## *Mrs. Beatty's* Beautiful Gladioli

*O. G.! But They're Grand*

Here's a selection of varied colors and exquisite beauty. We will send you one bulb each of the eight varieties illustrated on this page, delivered right into your hands, for only \$1.85, (Canadian Price \$2.95); Three bulbs each, 24 in all, for only \$4.95, (\$7.90 in Canada.) We call this selection Mrs. Beatty's

*Gladdest "Glad" Garden*

and if you want one bulb each, order one Gladdest Glad Garden. If you want 3 bulbs each, order 3 Gladdest Glad Gardens. Should it become necessary to substitute, we will select varieties equal in value and beauty.

LE MARECHEL FOCH

JEWELL

MAIDEN BLUSH



# KELLOGG'S MARVEL



## *The Marvel of Beauty and Productiveness*

(Late, June Bearing, Bisexual)

Imagine all the good points of Warfield and Senator Dunlap combined in one variety. Kellogg's Marvel is a cross between these two old favorites, and has all their advantages with a few of its own thrown in. The foliage is just as vigorous as that of either Warfield or Senator Dunlap, and the berries average much larger. We consider it more productive than either.

Berries are solid, with prominent seeds—ideal for shipping—and are borne upright out of the dirt on strong, heavy, fruit-stalks. Excellent for canning, immediate table use, or market. Marvel is valuable in regions where late frosts are liable to occur, because the foliage is tall and rank, protecting the blossoms. Does best in hills or narrow rows. Does not require mating.